

kynect EXCHANGE ADVISORY BOARD

Education/Outreach Subcommittee

Meeting Minutes

September 18, 2014

Call to Order and Roll Call

The eighteenth meeting of the Education and Outreach Subcommittee was held on Thursday, September 18, 2014, at 1:00 p.m. in the kynect Conference Room at the Kentucky Office of the Health Benefit and Health Information Exchange. Tihisha Rawlins, Chair, called the meeting to order at 1:00 p.m., and the Secretary called the roll.

Subcommittee Members Present: Andrea Bennett; Julia Costich; Susan Dunlap; Malea Hoepf Young; Tihisha Rawlins; and Rich Seckel. Gabriela Alcalde, David Allgood, Patty Gregory, Regan Hunt, Tina McCormick, Bill Wagner, Kathy Wheeler and Marcus Woodward were not present at the meeting.

Staff Present: Carrie Banahan, Nicole Comeaux, Wanda Fowler, Jean Klinge, Allison Lile, Vanessa Petrey and Peter Wilson.

Approval of Minutes

A motion was made to accept the minutes of the August 5, 2014, meeting, as amended, seconded, and approved by voice vote.

Introduction of KOHBHIE Deputy Director

Nicole Comeaux, previously Kentucky's state officer with the Center for Consumer Information and Insurance Oversight (CCIIO) was introduced as the new Deputy Executive Director for the Kentucky Office of Health Benefit and Health Information Exchange (KOHBHIE).

Discussion of DCBS Policies

Virginia Carrington and Pat Walden, Department of Community Based Services (DCBS), discussed the renewal process for individuals qualifying for Modified Adjusted Gross Income (MAGI) Medicaid and the yearly recertification requirements. Any confusion DCBS workers may have had with taking applications through Worker Portal has been addressed. If there are incidences where incorrect information is dispensed or there is a lack of cooperation by DCBS workers to assist walk-in clients, the county DCBS office is specifically contacted. The DCBS policy is to assist any clients walking into a local office, to take their applications, and enter in any appropriate changes.

Update on Recertification and Training

Cassie Sanford, Deloitte Training Team, presented the revamped training approach for insurance agents and kynectors. Based on feedback from the inaugural year of training, the decision was made to consolidate and streamline the training manuals for agents and kynectors, and create one document that includes all the key policy processes and procedures, instead of having two very similar manuals. The interactive web-based recertification training also has been consolidated to

touch on the major aspects of the overall program and introduce users to changes implemented since the last Open Enrollment Period. A Quick Reference Guide is being introduced for new users and those being recertified. It is topic-based, and users can print off briefs to take with them into the field. Job aids also will be available to help walk workers through the step-by-step processes of common scenarios. There will be voluntary half-day instructor-led training to help agents and kynectors to practice in the system. Ongoing one-hour webinars on specific topics will begin in late October and continue through open enrollment.

Update on Enrollment Technology

Ellie Peck and Brent Dossey, Deloitte Consulting, demonstrated the changes on the Self Service Portal (SSP) to be implemented in mid-October on the SSP with Release 4.4. Changes include a link that will take users to resources designed to help them better understand their coverage; help icons to offer users additional insight into information being requested on the application; and a progress bar and updated left navigation panel to provide a better picture of where users are in the application intake process. Also, hover text displaying identifying information was added to help eliminate confusion on applications where multiple family members share the same first names; and a function has been added to allow agents and kynectors to make applications immediately inactive, so a new application can be done for individuals; an announcements screen was added. Screen notes will be available so personal notations can be input by kynectors.

Update on Mobile Application Efforts

David South, Senior Engagement Manager, and Justin Howard, Associate Creative Director, Deloitte Digital, demonstrated the mobile application that will be available on the IOS and Android platforms. The core features include the ability for users to prescreen for possible eligibility, review available insurance plans, locate help in the community, photograph and submit necessary verification documents, and access account information.

Update on Education and Outreach Efforts

Jean Klinge, Division Director, KOHBHIE, informed the subcommittee members that new advertisements will begin running in all markets next week. Guidance is being drafted to assist with the process of having insurance agents and kynectors working together. Agents are being brought in to work kynect mobile tour events and at the retail outlet in Lexington's Fayette Mall, which opens mid-November. Focus groups were conducted with kynectors and insurance agents regarding the call center. As a result, avenues are being investigated to find a more efficient way to handle identity proofing, and the music played while on hold with the call center will be changed. Currently, Tier 1 has only a five second hold time, and Tier 2 has a 1:26 wait. Also, several informative notices concerning open enrollment are scheduled to be sent to clients.

New Business

The next meeting of the subcommittee is scheduled for October 27, 2014, at 1:30 p.m., at the Kentucky Office of the Health Benefit and Health Information Exchange.

Adjournment

The meeting was adjourned at 2:44 p.m.